

Interactive Electronic Commerce and Message Interchange System  
Featuring Delivery of Messages Tailored to Individual Users

Abstract of the Disclosure

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Methods, apparatuses and systems enabling an interactive electronic commerce and data interchange system that delivers advertising, content and all manner of ecommerce and data interchange messages tailored to individual users. The present invention provides methods, 10 apparatuses and systems enabling an interactive electronic commerce system enabling the targeted exchange of tailored messages with interested users presented with message codes in conventional media, such as television, radio, and printed publications. The present invention allows for the targeted dissemination of tailored information, such as advertising, promotions, sales announcements, coupons, and the like. In one embodiment, the a Universal Digital 15 Assistant (UDA) operates in connection with a remote server having access to the individual users demographic, psychographic, preference, contact and other personal information and delivering advertising messages based on data associated with individual users.